

PUBLIC EDUCATION AND RECRUITING

A. PURPOSE. Public Education (PE) serves two major purposes in the Auxiliary:

1. To educate the public in safe boating practices.
2. To assist the flotilla in bringing qualified and dedicated members into the Auxiliary.

It is Public Education that has brought in the majority of our boating members.

B. PUBLIC IMPRESSIONS. The first and lasting impression of the Coast Guard and the Coast Guard Auxiliary by the majority of the general public is through the PE classes conducted by the flotilla, under general direction of the Flotilla Staff Officer for Public Education (FSO-PE).

C. GUIDE. The following paragraphs can serve as a guide in helping you, the FSO-PE, accomplish the essential portion of your duties involving membership recruiting.

1. Work closely with the Flotilla Staff Officer for Personnel Services (FSO-PS). Borrow a copy of the *Membership Recruiting and Retention Guide* (COMDTPUB P16794.12series). Chapter III, *Recruiting Members*, tells you how and where most new members are recruited into your flotilla and what an important part you play in this vital program.
2. Work closely with the FSO-PS throughout the entire planning and execution phase of your PE classes. You should both act as a team.
3. The introduction and first class should be conducted by the most qualified instructor, not necessarily the Flotilla Commander or FSO-PE. The FC should say a few words of welcome. Lasting impressions are made during this first class and first contact with the Auxiliary. Many students determine right then whether they want to continue the course and whether the Auxiliary is the type of service organization they might want to join.
4. Using the *Minutes for Membership*, take a couple of minutes during each class to tell something about the Auxiliary and Coast Guard:
 - a. Their mission.
 - b. Purpose.
 - c. Activities.

This could be done by the FC, FSO-PS or scheduled instructor—someone who can make a good impression. Be sure to highlight the opportunities for advanced training and personal development in the Auxiliary.

5. Halfway through the course, take a few minutes to formally encourage the students to consider joining the Auxiliary. Distribute the pamphlet *JOIN THE U. S. COAST GUARD AUXILIARY* (ANSC #3023) to each student and ask them to contact flotilla members during breaks or after the class for further information (make certain the FSO-PS has sufficient copies of the pamphlet on hand, with the FSO-PS's name, address and phone number on the attached postcard). The FC and FSO-PS should be present at this class. If not, pass on the names of any students interested to the FSO-PS for further follow-up.
 6. Near the end of the course, arrange to show a video on the Coast Guard Auxiliary. All students need to know what we do. Again, the FC and FSO-PS should be present. At the exam announce the date and location of the next flotilla meeting or activity. Invite students to attend and learn more about the Auxiliary.
 7. Chapter III of the *Membership Recruiting and Retention Guide* provides reasons why people join the Auxiliary. Remember, we do not want JOINERS, we want people willing to work in the flotilla and assist in our missions. The students need to be informed that they will be required to purchase at least the basic working uniform to actively participate in our programs.
 8. Make sure the FC or FSO-PS follow-up on students who indicate an interest in joining. Encourage them to ask their family members to join with them. Husband and wife teams (or other family member combinations) are desirable and enhance fun while serving together.
 9. Please remember, there are many jobs in a flotilla. We need people to serve as Flotilla Staff Officers and assistants, become involved in mission activities, complete administrative tasks, give direct support to the Coast Guard and serve on committees. Most civilian skills are of use in the Auxiliary today.
- D. IDEAS. This guide provides only a few thoughts on how you, the FSO-PE, can assist in the vital mission of recruiting qualified, dedicated, and motivated people to join the Auxiliary. There are many other ideas. Seek them out. Share them with others.
- E. STAFF COOPERATION. Finally, work with all members of the flotilla staff. Be a working member of the Flotilla Recruiting and Retention Team. Remember you, as the FSO-PE, are usually the first flotilla member to come in contact with the public through the education classes. You will spend more time with the students than any other staff officer. Set the example. You can make the difference in how well your flotilla does in recruiting new members this year.

GOOD LUCK AND HAPPY RECRUITING!
THIS IS THE YEAR TO RECRUIT NEW MEMBERS.
YOU ARE ONE OF THE MOST IMPORTANT PEOPLE IN MAKING
THIS YEAR A SUCCESS !